

Message Text

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PAGE 01 VIENNA 10467 161617Z

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FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 7387

UNCLAS VIENNA 10467

E.O. 11652: N/A

TAGS: BEXP, GW, AU

SUBJECT: CCP '76

REF: A) VIENNA 8650; B) STATE 265025; C) STATE A-5348 OF 6/27/74

D) VIENNA A-470 OF 10/11/74

1. THIS MESSAGE ADDRESSES QUESTIONS RAISED IN REF (B).

2. WE RECOMMEND ELIMINATION OF BSP'S BECAUSE THE UNCERTAIN FUTURE OF EWTC (IT WAS ORIGINALLY SCHEDULED TO MOVE DURING OCTOBER) MADE IT IMPOSSIBLE TO DO THE ADVANCE PLANNING AND SOLICITATION REQUIRED FOR A BSP. THERE IS NOW NO POSSIBILITY OF STAGING ONE AT PRESENT FACILITY

WE HOPE WE CAN IMPLEMENT AT LEAST ONE BSP-LIKE EVENT APPROPRIATE FOR AMERIKA HAUS DURING FY 76 BUT PLANNING THEREFOR MUST AWAIT COMPLETION OF UPCOMING EWTC MOVE.

3. TO FILL BSP AND TECHNICAL SALES SEMINAR VOID EMBASSY HAS SUBSTITUTED TWO ADDITIONAL "SPRECHTAGE" EVENTS, HELPED MAN EWTC BOOTH AT "IE 75" AT VIENNA FAIRGROUNDS FOR PROMOTION OF AUSTRIA-ORIENTED TRADE, AND WILL SOON BE REQUESTING COMMERCE ASSISTANCE IN STAGING A FULL-FLEDGED CATALOG SHOW AT ZENTRALSPARKASSE (VIENNA'S LARGEST BANK) IN MAY 76. BANK'S BOARD OF DIRECTORS HAS APPROVED HOLDING THE SHOW AND EMBASSY AND BANK NOW STUDYING MOST APPROPRIATE THEME. ALSO, WE HOPE STAGE SECOND CATALOG SHOW IN SEPTEMBER 76. FURTHERMORE, COMMERCIAL SPECIALISTS DURING PAST SEVERAL MONTHS HAVE DEVOTED MORE-THAN-USUAL AMOUNT OF TIME TO REPORTING REQUIREMENTS, PARTICULARLY IN ENERGY AND MTN MATTERS.

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PAGE 02 VIENNA 10467 161617Z

4. THE COMMERCIAL/CULTURAL LIBRARY AT SALZBURG WILL BE

MANNED BY OUR COMMERCIAL SPECIALIST THERE. HE IS FAMILIAR WITH COMMERCE SERVICES, USE OF COMMERCIAL DIRECTORIES AND HANDLING OF BUSINESS VISITORS. HE HAS PARTICIPATED WITH COMATT IN SPRECHTAGE IN SALZBURG, INNSBRUCK AND FELDKIRCH AND HAS PREPARED NUMEROUS TO'S. EMBASSY COMMERCIAL SPECIALISTS ARE IN FREQUENT CONTACT WITH HIM (THROUGH MEETINGS, PHONE CALLS AND MEMOS) ON VARIOUS ASPECTS OF COMMERCIAL PROGRAMS. HE DOES NOT HESITATE TO REQUEST EMBASSY ADVICE OR PUT SELECTED VISITORS IN DIRECT TOUCH WITH EMBASSY WHEN APPROPRIATE. SUPPLYING SALZBURG COMMERCIAL LIBRARY WITH ADEQUATE DIRECTORY MATERIAL IS NO PROBLEM. MOST OF THIS MATERIAL WILL BE YEAR-OLD PUBLICATIONS FROM EMBASSY'S COMMERCIAL LIBRARY AND WILL INVOLVE NO PROCUREMENT COSTS. FURTHERMORE, SALZBURG LIBRARY HAS BEEN EQUIPPED AS A GROUP 3 LIBRARY AND HAS ALREADY RECEIVED MOST OF THE PUBLICATIONS SPECIFIED IN REF C). WE HAVE REQUESTED THAT SALZBURG BE INCLUDED ON LIST OF GROUP 3 LIBRARIES (REF D) BUT WE HAVE NOT HAD A RESPONSE TO THIS MESSAGE. REQUEST THIS BE LOOKED INTO.BUCHANAN

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